



# Report

for the year ending March 31

# 1978

National  
Society  
to Prevent  
Blindness

### **Introducing – A Name Change**

National Society to Prevent Blindness  
That's our new official corporate name  
We feel the new abbreviated name better projects a contemporary image and  
will be more easily remembered. We're  
still NSPB – but now it's the National  
Society to Prevent Blindness

The National Society marks its 70th Anniversary in 1978.  
Today it stands as the leader in a national movement to prevent blindness.

## Report of the President

Prevention implies foresight. Preventive health programs in the United States today require not only comprehensible information, but the means of communication to myriad and diverse population groups. Preventive programs require the offer of accessible services. We are changing direction as a nation, from the accent on treatment of disease to the prevention of disease. The Society has moved straight ahead. Our sights have been fixed on prevention since our inception 70 years ago.

A recent meeting in Washington, D.C., sponsored by the American Medical Association and Senator Edward M. Kennedy, "Focus on Positive Health Strategies," emphasized disease prevention and maintenance of good health as the prime avenue to progress in health and medicine.

Hundreds of industry and business leaders, labor union leaders, government agency representatives, physicians, scientists, public health officials, educators and consumers heard Senator Kennedy's declaration: "The time has come to bring prevention to the American people. Even today we spend only two percent of our health dollars on disease prevention."

Senator Kennedy continued: "I find it difficult to believe that the United States still has no national strategy for the prevention of disease and the promotion of good health... We need to develop a national network of people

and organizations who could bring Americans the knowledge they need to improve their own lives."

Certainly that Washington meeting was not focusing on a new idea. But it brought together influential groups and individuals who are fired with a commitment to strategies, to communication techniques, to sophisticated methods for marketing, to protective legislation, to obtaining better data, more research, and easier access to preventive services.

We can only wholeheartedly applaud this national strategy, and cooperate and work toward these objectives. They are also our own, and we have been working in this direction, with regard to eye health, for the past 70 years.

Our Anniversary is an impressive milestone that calls attention to what we have accomplished. I would like to review some of the highlights of our past 70 years; our achievements indicate we merit our longevity. I would also like to focus on the relevancy of our current programs in meeting the needs of today.

**Yesterday:** The Society was founded in 1908, spurred by concern over the large numbers of children needlessly blinded, victims of ophthalmia neonatorum, an infectious disease known as babies' sore eyes. These children were needlessly blinded, because a preventive had been available for almost 20 years: instillation of silver nitrate drops in the eyes of newborns. The campaign for routine instillation of the drops was carried out, state by state, through legislation. **Today:** Ophthalmia neonatorum has been virtually eliminated.

**Yesterday:** In 1926 the Society demonstrated for the first time that vision screening of preschool-age children could be reliably performed by Society-trained volunteers. **Today:** Volunteer screening has evolved into a massive nationwide network of projects that now reaches some 500,000 children each year.

**Yesterday:** In 1930 the Society developed the first eye-safety program for industry, propelled by a survey of some 600 factories across the country, which emphatically pointed up



Thomas R. Moore

the need for stringent eye-protection practices. **Today:** We now have programs and educational packages related to eye safety on the job, in the home, in schools and colleges, on the farm, during children's play, during sports. The Society's Wise Owl Club, serving industry, government agencies and schools, is a national eye-protection program that has documented over 80,000 eyes saved through the use of protective eyewear at the time of a potentially blinding accident.



Eye protection in hazardous work environments is advocated by the Society.

**Yesterday:** In 1944 the Society organized the first demonstration glaucoma detection program in the U.S. **Today:** The Society has developed a network of community glaucoma detection and education projects across the country. The new Glaucoma Alert Program, which will be described further in this Annual Report, is enlisting groups in a concentrated nationwide effort to bring this disease under control.

**Yesterday:** In 1950 the Society supported the first research project to discover the link between high, uncontrolled levels of oxygen given to premature infants and the development of retrolental fibroplasia, then a leading cause of blindness. **Today:** The administration of oxygen to premature infants is now carefully monitored in hospitals throughout the country.

**Yesterday:** In 1963 the Society began a campaign to demand impact-resistant lenses in eyeglasses sold to the general public. **Today:** Since 1972 the American public has been protected by a federal regulation requiring that all eyeglasses and sunglasses sold in this country have impact-resistant lenses.

**Yesterday:** In 1964 the Society produced a model school eye safety law, to protect teachers and students in lab and shop classes. **Today:** The model law has become the prototype

for school eye safety laws now on the books in 36 states.

**During the 1970's:** Though hundreds of thousands of preschool children are screened each year for defective vision, they still represent only a small percentage of children in this age group. In 1972 the Society made available its Home Eye Test, which provides a simple, do-it-yourself way for parents to check their preschoolers' vision at home. **Today:** The Test approaches the six million mark in copies distributed.

The Society has also mounted intensive campaigns to educate the public, particularly the elderly, about cataract, still the leading cause of blindness in this country, though it is a surgically treatable condition.

Another nationwide campaign, utilizing action-oriented educational materials, is aimed at reducing eye injuries among young children and students.

We are gaining new allies and have obtained valuable cooperation and awareness for our cause during this our 70th Anniversary year. I thank all of our volunteers, board members, advisors, and contributors. You have helped us advance vital programs. Your continued dedication and support will assure a future that holds bright promise for the goal of preventing unnecessary blindness.

Thomas R. Moore  
President

"We continue to grow... so that more can be assured of a lifetime of good sight."

# Report of the Executive Director

The past year has seen the Society grow organizationally, and we have expanded our service potential as well, producing materials and approaches for reaching many more individuals with our 'Prevent Blindness' messages.

I would like to focus my report this year essentially on one area, our dynamic, off and running Glaucoma Alert Program. This program is providing the resources and the sound guidance for building a nationwide network of glaucoma education and detection projects. Glaucoma has tenaciously clung to its position as a leading cause of blindness and vision impairment, affecting an estimated two million persons—and half of these people don't even know they have the disease!

Formulation of an effective Glaucoma Alert needed two initial and vital ingredients: **1)** Agreement to active participation and involvement by prominent national organizations in addition to our state affiliates, and **2)** a comprehensive guide, to instruct diverse groups across the country in the ways and means to bring to life a Glaucoma Alert Program.

We now have both. The guide has been well received. It is concise and sectioned for easy step-by-step planning and implementation, is applicable to broad or smaller-scale programs, and is separately directed to programs under either medical or lay leadership.

Our supporting core of 14 national organizations includes medical, go-

vernmental, union and voluntary organizations. They are urging their memberships, which total in the millions, to instigate or help implement Glaucoma Alert projects in communities throughout the country.

Some notable action on Glaucoma Alert during the year:

- Congressman Peter Rodino and Senator Robert Dole are serving as honorary co-chairmen of the Glaucoma Alert's National Committee; and Congressman Rodino has made radio and TV spots.
- Feature articles and our glaucoma ads have appeared in national, high-circulation newspapers and magazines, including the Sunday supplement *Family Weekly*, *Parents' Magazine*, *Good Housekeeping*, *McCall's*, *Scientific American*, *Redbook*, and *Retirement Living*.

zines, including the Sunday supplement *Family Weekly*, *Parents' Magazine*, *Good Housekeeping*, *McCall's*, *Scientific American*, *Redbook*, and *Retirement Living*.

■ The Georgia Society has distributed the GAP guide to every health district in the state.

■ The Virginia Society has obtained a grant for an intensive glaucoma detection program among the state's elderly population.

■ Glaucoma Alert has been adopted as a service project by the Iowa Hospital Auxiliary, whose 49,000 members serve all hospitals within the state. To date 12 hospitals are actively cooperating with the Iowa Society in conducting community or county-wide Glaucoma Alert Programs, including film showings, speakers, distribution of pamphlets and posters.

■ The Rhode Island Society obtained a grant for a statewide glaucoma detection program among persons 60 and over—over 11,000 persons were screened.

■ ABC-TV held a four-day free glaucoma screening in New York City as a public service project; and CBS-TV ran a special feature on glaucoma screening at New York City's Hospital for Joint Diseases.

■ The Kentucky Society trained several teams to bring glaucoma screenings into the state's residential centers for the elderly.



Virginia S. Boyce

Report  
of the  
Executive  
Director  
continued

Every adult 35 years or older is in the risk group for glaucoma—and should have a regular check-up through a screening program or from an eye physician every other year. Last year, incidence of the disease climbed to 6,600 new cases of glaucoma blindness nationwide.

Glaucoma generally progresses without pain or other warning signs over a period as long as 10 years—along with irreversible vision loss. It can be treated, its progress stopped! The public must be aware of this silent threat to sight.

We feel the Glaucoma Alert Program will make the difference!

Another new program which promises mass awareness and detection of visual defects among adults has evolved from a Stanford University project funded by NSPB research



Senator Robert Dole, with Mrs. Boyce, lends endorsement to Glaucoma Alert.

grants. The project proposes self-screening, through simple testing procedures, via the TV screen! This project is described under the research section of this report.

We continue to grow and progress organizationally!

- Voluntary task forces, composed of experts inside and outside the health field, are evaluating and advising the Society on strengthening its structure and establishing priorities for expansion.
- We welcomed a new state affiliate, New Jersey, during the year; and affiliates in Louisiana and Tennessee are in the process of organization. Exploratory sessions are underway with interested groups in Michigan, South Carolina, Pennsylvania and up-state New York.

We continue to grow...to strengthen our organization, to increase our resources...to stimulate and maintain public awareness of 'Prevent Blindness,' and to launch new public and professional educational programs and services. We continue to grow...so every American can benefit, so that more can be assured of a lifetime of good sight.

In closing I would like to pay special tribute to the Society's staff—members of the national office and affiliate organizations. Their hard work and imaginative efforts have greatly strengthened our program during the past year.

I would also like to express gratitude, on behalf of the Society, to our president, Thomas R. Moore, for giving so generously of his time and talent.

Virginia S. Boyce  
Executive Director



New Jersey Society incorporation ceremonies signal expansion of Prevent Blindness.

# Public Health Education

The Society's job is to reach people in time...before blindness strikes. The Society, working with its state affiliate organizations, seeks to raise public awareness, seeks to provide:

Information about vision, about eye health, about visual disorders and eye disease...about eye injuries and eye protection...about available treatments and techniques in eye care...about the importance of early detection of eye and vision problems...about the need for conscientious adherence to recommended treatments.

## Public Health Education

involves making people aware of what they must do to protect their vision — to prevent vision impairment or loss of sight. The avenues are many. Celebrity spokespersons, radio and TV interview shows with Society spokespersons, radio and TV spot announcements...articles, features, editorials and ads in the print media...special 'Prevent Blindness' events.

National Sight-Saving Chairman Bob Barker ("The Price is Right"), former astronaut Wally Schirra, quarterback Bob Griese of the Miami Dolphins, "Tip" O'Neill, Speaker of the U.S. House of Representatives, Willis Reed, Mike Connors and Barry Nelson — these are some of the voices speaking out this year — in personal appearances, or on TV and radio across the country. They're speaking out about preventing blindness...

warning the public about major threats to eyesight, and steps to take to insure a lifetime of sight.

Congressman Peter Rodino has requested Congress to set aside a week each year to officially draw public attention to the "silent" threat to sight, glaucoma. St. Louis Cardinal's coach Bud Wilkinson with University of Oklahoma coach Barry Switzer sponsored a golf tournament featuring a host of celebrities from sports and entertainment — "Swing for Sight," drawing public awareness and dollars to Prevent Blindness.

New York Times health editor Jane Brody focused on eye problems in three major articles (nationally syndicated) during the year — early detection, glaucoma and cataract, all utilizing Society materials. NBC-TV's "Not for Women Only" carried a

week-long series called "Eyes Front" — using Society speakers, materials and films.

## Vision Screening Projects

are educational as well as of direct service to individuals. The Society's national network of projects is creating general community awareness about eye disorders as well as detecting thousands of cases of suspected glaucoma in adults or eye problems in young children.

Live programs are brought by the Society to our many special audiences in communities across the country...audiences of senior citizens or elementary school children...agricultural workers or industrial employees...high school students and teachers...health educators, nurses and physicians.



National Sight-Saving Chairman Bob Barker urges glaucoma checkups in television spots aired through the year to millions.

Public Health  
Education  
continued

Brochures, talks, films, exhibits, 'how-to' kits and packages... over 40 separate topics are covered in current Society educational materials.

**September is  
Sight-Saving Month,**

when the Society seeks to draw concentrated attention to eye care — primarily through cooperation from the nation's print media, and radio and TV spots and appearances.

- The Sight-Saving Month press kit, offering articles, suggested editorials and a fact sheet, went to newspapers, periodicals and trade publications across the country... and again thousands of press clips came in, demonstrating heavy usage in the print media.

- Reports from local TV stations on use of our Sight-Saving Month spots

with Bob Barker showed 11,452 telecasts of the spots (about 25 percent of stations reported usage). This represents contributed or public service time with an estimated value of \$3 million for this one month alone. Our recorded celebrity spots for radio, carrying a variety of famous voices delivering 'Prevent Blindness' messages, were broadcast by over 2,500 radio stations. Many stations committed themselves to extensive usage — CBS network, for example, estimates that last year's spots reached over 93 million listeners!

- TV and radio talk shows were again a prime target for Sight-Saving Month appearances — celebrities (Bob Barker lauded 'Prevent Blindness' on the *Dinah Shore Show*), consultant ophthalmologists, staff members, pediatricians, safety experts. The national

office and state affiliate organizations gained valuable access for creating 'Prevent Blindness' awareness on radio and TV network programs, syndicated programs and local programs.

**The Society's  
National Conference**

was held in December, a three-day program in New York City. Offering panels of experts, the subjects ranged from the medically oriented, such as "Advances in Detection and Treatment," to feasible new ways of delivering services at the local level.

While the conference's several hundred attendees were primarily those actively engaged in eye care or blindness prevention services... what was reported through the media representatives attending reached millions of Americans. Pre-taped interviews, the reports themselves, on-the-spot interviews... CBS and NBC reporters were there, so were AP and UPI reporters, and reporters from news syndicates, magazines, the medical press, individual national and local newspapers, and nine radio networks.

**The Society's  
Eye Education Packages**

are receiving welcome attention and receptivity this year.

- The eye safety activity package and film, "The Eyes Have It," aimed at elementary school children, shows increasing bookings and sales. The package is increasingly picking up



Fred MacMurray (right) and June Haver, with host Jack Hodges, star during Oklahoma Swing for Sight.

financing on the local and state levels through businesses and foundations, voluntary groups, nurses associations and school districts. It has been promoted by the American Academy of Pediatrics, and in *Today's Education, The School Nurse and Science and Children*.

■ Bookings for "An Option to See," our new film and activity package on eye safety in high school labs and shops, have numbered over 2,000 and are already scheduled into 1979. This represents only loans through the national office, and excludes showings of the 108 films acquired by schools and educational audiovisual centers or by NSPB state affiliates. It has been endorsed by the National Organization for Vocational Agricultural Teachers, won honors from the Educational Film Library As-

sociation, voted an award of merit from the National Committee on Films for Safety...and recommended in educator's publications including *American Teacher, Today's Catholic Teacher, Audiovisual Instruction, and Booklist* (American Library Association).

■ The Society's new film, "The Lazy Eye," is proving an extremely valuable addition to our materials alerting parents to the need for early eye care for children. It has been widely viewed by parent groups, elementary school staffs, civic groups and public health agencies...doctors, nurses, hospitals, Red Cross organizations, colleges and the general public.

■ The Glaucoma Alert Program Guide, described earlier in the report of the executive director, is an excellent educational medium as well as



New 'An Option to See' film emphasizes eye safety in schools.



Network evening telecast discusses glaucoma.

the source for direct community detection programs. Those groups that take on Glaucoma Alert Programs, those organizations which are approached for support, those who see the promotional and informational materials on Glaucoma Alert, as well as those who attend actual screenings...all are alerted to the threat of glaucoma.

**The Society is  
Committed to Reduce  
— Ultimately to Eradicate —  
Preventable Blindness**

because half of all cases of blindness need not happen...could be prevented. Of the 46,000 individuals who become blind each year in the U.S., over 23,000 of them lose their sight needlessly.

All of the Society's programs evolve into concrete services to individuals and communities.

## Community Services

*"Will I have normal vision after cataract surgery?" / "What institution in my state performs vitreous surgery for diabetic retinopathy?" / "My two-year-old has crossed eyes, but I've heard children often outgrow this condition. What do you...." / "Does glaucoma ever clear up on its own?" / Is intra-ocular lens implantation considered a safe procedure?"*

They come in, they call, they write. Concerned people want to know... and they have a direct line to help from the Society's Information, Referral and Advisory Service.

Individuals, schools, health professionals, agencies, businesses, organizations...contact the national office or state affiliate offices by the thousands each year. They ask about current treatments available,



Society projects screened hundreds of thousands last year — for many it was their first test.

recommended facilities, recommended screening procedures...research findings, statistical data...recommended eye safety practices and protective equipment...

### The Society's 'Direct Line' Services

provided in communities are primarily carried out by state affiliate organizations, with the vital man/woman hours provided by its corps of over 30,000 volunteers. However all of the Society's programs, whether it be public education, professional education or research...must evolve and eventually — if not immediately — be applicable to concrete services to individuals and communities.

**Screening Projects,** conducted by state affiliates, include preschool vision screening and



Home Eye Test is explained by visiting nurse.

screening for glaucoma among adults, particularly the elderly. Some 83,000 persons were screened for glaucoma during the year.

Some 500,000 preschoolers are screened for visual defects each year — a vital early-detection program, because it is known that one out of every 20 preschoolers already has a vision problem. Some of these defects are serious, and must be treated in these early years to prevent permanent vision impairment.

The Texas Society, reaching out to day care centers, military bases and Mexican-American communities, screened a record 34,459 preschoolers during the past year. Some 1,600 children were referred for professional eye examinations; and of the reported 895 children who received a checkup, 80 percent were found to need further eye care. Wisconsin screened some 25,000 youngsters this year, and through a grant was able to develop techniques to screen developmentally delayed children in the Milwaukee area. Methods of training screeners for these youngsters, and the modification of standard testing procedures — under refinement by the Wisconsin Society, could serve as a valuable model for such projects in other states.

### The Home Eye Test for Preschoolers,

a self-contained kit which allows parents to check their preschoolers' vision at home, continues to be a phenomenal success — almost a million copies distributed each year since its

introduction in 1972. Many organizations have made strong public service projects out of the extensive distribution of the Test in their communities — groups that range from Lions Clubs to Junior Leagues to 4-H Clubs.

The Washington Society obtained extraordinary cooperation in Home Eye Test distribution this year. They enlisted Pay 'n Save, a chain of some 60 variety supermarkets in Washington and Oregon, to underwrite printing of the test, arrange for distribution centers, advertising with newspaper ads, flyers and posters, promotion of the Test on children's TV shows and talk shows...with the result, so far this year, of a total of some 245,000 Tests being distributed in those two states.

The Society's TV spots on the Home Eye Test continue to get extensive exposure from network and

local stations, as does the series of radio spots. Articles on the Home Eye Test have recently appeared in the *Ladies' Home Journal* and *Family Weekly*, and ads for the Test have appeared in *Reader's Digest*, *Newsweek*, *Redbook*, *Scientific American*, *Saturday Review*, *Occupational Health Nursing* and *Sports Illustrated*.

### **The Society's Wise Owl Club**

continues to be an essential element in NSPB's eye safety program — serving schools, industries, government agencies, military installations and legislators, among others...with eye safety materials, statistics, and consultations or presentations when requested.

Employers may need convincing to institute gate-to-gate mandatory eye protection for all workers in cer-

tain work environments. Employees may need convincing that wearing their protective eyewear can literally save their sight at the time of the accident that 'will never happen to me'. Lab and shop students — and their teachers — often need convincing that these particular school environments are as potentially hazardous to eyesight as any in industry.

The Wise Owl Club is an eye-protection incentive program, which offers memberships to students and employees who, in documented instances, save their sight through wearing proper eye protection at the time of a potentially blinding accident.

The Club now has 8,751 chapters in industries, schools, government agencies and military installations throughout the country: 64,044 members, and a total of 80,055 eyes saved. In addition to the saving of sight, these eyes saved represent savings in compensation costs of some \$320 million.

### **NSPB works for**

needed legislation and implementation of laws for eye protection in hazardous environments. The Society's Department of Industrial Services, and the hundreds of dedicated volunteers, many of them safety experts serving the national program as well as state affiliates, help put the teeth into eye safety programs and prod compliance with legislation.

For example.

- The Texas Society has enlisted teams of volunteers, including members of the American Society of



Open screening in Boston attracts massive crowds for free glaucoma testing.

Community  
Services  
continued

Safety Engineers, to visit schools across the state to check on implementation of the state's school eye safety law. Their visits included oral presentations, films and other visuals, and demonstrations of various appropriate eye-protection devices.

■ An American Legion Auxiliary in Florida covered every one of the 21 elementary schools in its county to show its only print of the film, "The Eyes Have It," the marionette song-and-dance eye safety film for youngsters. They logged 488 miles delivering and picking up the film!



Safety eyewear may crack, but still protect the eye in industrial accidents.

NSPB's program of professional education provides physicians, other health professionals, various agencies and health-service groups, safety engineers and personnel, and educators...with eye-care resource materials, educational programs, seminars and workshops.

Samples of professionally oriented activities during the year include:

- NSPB-sponsored annual glaucoma symposium for ophthalmologists, held in conjunction with the annual meeting of the American Academy of Ophthalmology, this year attracted 1,600 ophthalmologists from across the nation. This has become a prestigious, "state of the art" event; and proceedings of the last two years' symposia have been published.
- A glaucoma seminar for physicians, nurses and administrators, sponsored by NSPB and with over 100 attendees, was held in New York City.
- The New York City Glaucoma Project, an on-going demonstration program introducing tonometry, the check for glaucoma, continues to reach into city hospitals and health care centers. Citing this experience, routine tonometry was advocated in *Hospitals* magazine as a valuable addition to exams and workups in all health care settings.
- A section of the Glaucoma Alert Program Guide is directed to health-

Reaching out in various ways to the people who,  
in turn, will reach the population at risk.

# Professional Education and Training

care centers — how to set up and implement an ongoing glaucoma education/detection program for inpatients and outpatients. An exhibit on Glaucoma Alert is appearing at medical association meetings nationwide.

- The Southern California Society, which has been designated by the state as the agency qualified to certify preschool vision screeners, has now certified a total of 614 persons, including nurses from state and county health departments.
- A seminar on eye safety was held by the Florida Society for industrial and school safety directors, and public health and industrial nurses.
- A school eye safety manual for teacher guidance has been developed and is being distributed by the Society's Wisconsin affiliate, and Texas and other affiliates are developing similar manuals. Corporate safety experts have been invaluable allies in

the production of these manuals, and with checking on state compliance.

- NSPB sponsored a symposium on hereditary eye diseases in conjunction with the annual meeting of the American Academy of Ophthalmology attended by 400 physicians
- A growing number of affiliate organizations, encouraged by the results of a pilot symposium several years ago, are offering one-day courses in basic ophthalmology for physicians who are not eye specialists. These symposia are well attended — the Texas Society's attracted physicians from Mexico and New Mexico as well as Texas — and are approved by the American Academy of Family Physicians for continuing education credits.
- The Utah Society stepped up its cooperative efforts with safety leaders at the state and local levels in the field of education, to accelerate imple-

mentation of the state's school eye safety law.

- NSPB presented a panel discussion on children's eye problems at the annual meeting of the American School Health Association.
- The Washington Society has received a grant to develop an eye safety textbook and films, to be included in required courses for all state college students majoring in education.

The Society maintains an extensive library of films and publications directed to the various professionals whose fields include concern with eye care, prevention and treatment of eye diseases and disorders, education and eye safety. Audiences include physicians, nurses, interns and residents, agricultural engineers, safety engineers, departments of public instruction and teachers, social workers, union and industrial health personnel, and allied health personnel.

The most heavily booked professional film this past year was "Eye and Face Protection in Chemical Laboratories," utilized by schools and colleges as well as industry.

NSPB publishes a quarterly journal, *The Sightsaving Review*, which provides information on eye care and the prevention and treatment of blinding diseases. It is directed to health professionals, both medical and para-medical, who work in clinical, occupational or educational settings.



Lively audience interest stirred by conference speaker

## Research

Scientific research supported by NSPB is primarily directed to innovative projects, and support is given to attract promising young investigators into eye research careers. The Society funds laboratory and clinical research projects related to prevention of blindness.

Attracting considerable interest among health professionals and capturing significant press coverage this year was an NSPB-funded project which is aimed at mass screening for visual defects via the TV screen. Co-investigators on the project are A. Ralph Rosenthal, M.D., and Milton Flocks, M.D., of the Division of Ophthalmology, Stanford University Medical Center.

Trial runs of the technique—and it is still under refinement—indicate television testing of visual acuity and

visual fields to be 90 percent accurate.

Visual acuity is checked by the viewer reading a scale version of the standard eye chart, projected on the TV screen. He is instructed to stand at a specified distance from the screen; and the TV announcer gives the viewer a 'right' answer after pointing out each chart letter.

Visual field testing, again at a specified distance from the screen, instructs the viewer to stare at a fixed dot in the center of the screen, while eight separate dot patterns flash on other parts of the screen. The TV announcer will give the correct total of dots in each pattern after each pattern is shown. Visual field testing picks up defects in peripheral, or side vision.

The test has been tried on groups

at the Stanford Eye Clinic and at various area industrial firms. It will be further tested in several small communities, and feasibly can be launched on nationwide TV next year. NSPB is enthused about the potential for mass vision testing by TV as a convincing way to stimulate awareness of visual difficulties and the importance of regular eye care. This should serve to strengthen prevention of blindness programs.

Other basic and clinical research projects funded during the year include:

**"Immunologic Aspects of Diabetic Retinopathy,"** investigator, James C. Liang, M.D., Illinois Eye and Ear Infirmary, University of Illinois Medical Center, Chicago.

Dr. Liang is studying fluids removed from the eyes of diabetic patients during the course of surgery for various immune factors. He is checking whether these patients with advanced diabetic complications have excessive hypersensitivity to insulin.

**"Cell-Mediated Immunity in Ocular Disorders,"** investigator, Zvi Aviner, M.D., Department of Ophthalmology, Mount Sinai School of Medicine, New York City.

A factor limiting success in corneal grafting is the development of hypersensitivity to the corneal graft; and Dr. Aviner is studying the significance of this reaction in patients with both clear and cloudy corneas following surgery.



TV vision screening under trial by project investigators.



**"Oxygen Toxicity in Eye: A Study of Superoxide Dismutase,"** investigator, Shambhu D. Varma, Ph.D., director of ophthalmology research, University of Maryland, Baltimore.

Certain diseases of the eye are extremely sensitive to excessive oxygen. Dr. Varma is studying whether this toxicity arises because of the synthesis of superoxide radicals in the presence of light — of particular relevance to possible reactions causing cataract and retinopathy.

**"Electro-Oculography Equipment for Genetic Studies of Hereditary Retinal Disease,"** investigator, Richard G. Weleber, M.D., Department of Ophthalmology, University of Oregon Health Sciences Center, Portland.

A variety of hereditary diseases are characterized by changes in the electrical potential created between the front and the back of the eye. Dr. Weleber is studying a variety of hereditary diseases and correlating them with changes in this potential.

**"Investigation of the Ophthalmic Uses of Bacterial Collagenase,"** investigator, Louise Cope Moorhead, M.D., Hermann Eye Center, University of Texas Health Science Center, Houston.

Vitreous surgery in complicated retinal separations and vitreous hemorrhages is more difficult with solid vitreous than with liquid vitreous; and Dr. Cope is studying various enzymes that will liquify the vitreous.



**"Corneal Dystrophy and Degeneration in Beagles and Siberian Huskies,"** investigator, George O. Waring, M.D., Department of Ophthalmology, University of California at Sacramento.

Changes in the clarity of the cornea are associated with a variety of types of hereditary blindness. The development of naturally occurring animal models of human eye diseases provides an opportunity of extending studies not possible in man; and Dr. Waring is studying the type of corneal opacity that occurs in beagles and Siberian huskies.



**"Localization of Elements in Ocular Tissue,"** investigator, Margaret Burns-Bellhorn, Ph.D., Department of Ophthalmology, Montefiore Hospital and Medical Center, Albert Einstein College of Medicine, New York City.

There is increasing interest in metals and ions that occur in small concentrations in tissue — that are responsible for nerve transmission and other vital processes. Dr. Bellhorn is utilizing secondary ion mass analysis, a technique well known to metallurgists, to study the localization of ions and elements in the cells of the retina.

**"Organ Culture Model for Herpes Simplex Keratitis,"** investigator, Richard J. Weinberg, M.D., Department of Ophthalmology, Eye and Ear Hospital, Pittsburgh.

Inflammation of the cornea by the virus causing cold sores — herpes simplex — is a leading cause of ocular disability; and Dr. Weinberg is seeking a safe culture system to determine the mechanism of corneal damage by this virus.

## COMBINED BALANCE SHEET

MARCH 31, 1978  
with comparative figures for 1977

	ASSETS	
	1978	1977
Cash	\$ 273,048	\$ 316,022
Short-term investments, at cost (approximates market)	2,065,470	1,355,990
Investments in corporate bonds and stocks (market value — 1978, \$173,030; 1977, \$95,823)	177,375	95,076
Other assets	111,734	133,306
Land, building and equipment, net of accumulated depreciation (note 2)	592,776	555,063
	<u>\$ 3,220,403</u>	<u>\$ 2,455,457</u>
LIABILITIES AND FUND BALANCES		
Accounts payable and accrued expenses	57,768	119,319
Accrued vacation and severance pay	113,882	104,960
Total liabilities	171,650	224,279
Fund balances:		
Current funds:		
Unrestricted:		
Designated by the Board of Directors for: Special purposes	220,913	241,515
Funds functioning as endowment	4,764	4,764
Undesignated, available for general activities	1,196,168	579,881
Total current unrestricted fund balances	1,421,845	826,160
Restricted	362,539	451,246
Endowment funds	671,593	398,709
Investment in land, building and equipment	592,776	555,063
	<u>\$ 3,220,403</u>	<u>\$ 2,455,457</u>

See accompanying notes to combined financial statements.

The Board of Directors

National Society for the Prevention of Blindness, Inc.:

We have examined the combined balance sheet of National Society for the Prevention of Blindness, Inc. and state affiliates as of March 31, 1978 and the related combined statements of support, revenue, and expenses and changes in fund balances and of functional expenses for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the aforementioned combined financial statements present fairly the financial position of National Society for the Prevention of Blindness, Inc. and state affiliates at March 31, 1978 and the results of their operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

New York, New York  
June 23, 1978

PEAT, MARWICK, MITCHELL & CO.

# COMBINED STATEMENT OF SUPPORT, REVENUE, AND EXPENSES AND CHANGES IN FUND BALANCES

YEAR ENDED MARCH 31, 1978

with comparative totals for 1977

	Current funds		Endowment funds	Land, building and equip- ment fund	Total all funds	
	Unrestricted	Restricted			1978	1977
Public support and revenue:						
Public support:						
Received directly:						
Contributions	\$ 2,159,995	221,435	—	—	2,381,430	2,563,695
Legacies	598,310	—	272,884	—	871,194	609,951
Special events-net	266,270	—	—	—	266,270	86,609
Received indirectly— combined service campaigns	307,489	—	—	—	307,489	261,857
Total public support	3,332,064	221,435	272,884	—	3,826,383	3,522,112
Fees and grants from governmental agencies	—	170,101	—	—	170,101	77,559
Other revenue:						
Income from trusts held by others	123,537	—	—	—	123,537	167,243
Investment income	146,014	2,725	—	—	148,739	69,805
Reduction in investment values	—	—	—	—	—	(24,363)
Program service related revenue	57,776	—	—	—	57,776	58,983
Total other revenue	327,327	2,725	—	—	330,052	271,668
Total public support and revenue	3,659,391	394,261	272,884	—	4,326,536	3,871,339
Expenses:						
Program services:						
Research	110,485	12,817	—	—	123,302	146,660
Public health education	881,986	118,974	—	12,765	1,013,725	954,344
Professional education and training	617,905	8,211	—	5,787	631,903	501,421
Community services	595,172	303,541	—	9,172	907,885	775,208
Total program services	2,205,548	443,543	—	27,724	2,676,815	2,377,633
Supporting services:						
General and administrative	178,325	7,565	—	9,227	195,117	210,321
Fund raising	622,991	12,384	—	1,654	637,029	686,669
Total supporting services	801,316	19,949	—	10,881	832,146	896,990
Total expenses	3,006,864	463,492	—	38,605	3,508,961	3,274,623
Excess (deficiency) of public support and revenue over expenses	652,527	(69,231)	272,884	(38,605)		
Other changes in fund balances:						
Property and equipment acquisitions from current funds	(47,996)	(19,476)	—	67,472		
Other	(8,846)	—	—	8,846		
Fund balances at beginning of year	826,160	451,246	398,709	555,063		
Fund balances at end of year	\$ 1,421,845	362,539	671,593	592,776		

See accompanying notes to combined financial statements.

# COMBINED STATEMENT OF FUNCTIONAL EXPENSES

YEAR ENDED MARCH 31, 1978  
with comparative figures for 1977

Line		Program services				Total
		Research	Public health education	Professional education and training	Community services	
1	Salaries	\$ 56,744	366,682	367,804	607,438	1,398,668
2	Employee benefits	4,802	21,900	26,066	24,853	77,621
3	Payroll taxes	5,285	25,905	26,712	43,643	101,545
4	Total salaries and related expenses	66,831	414,487	420,582	675,934	1,577,834
5	Awards and grants	37,817	25,895	626	3,108	67,446
6	Building occupancy	5,917	42,011	38,802	51,077	137,807
7	Telephone and telegraph	679	42,827	6,106	22,007	71,619
8	Office supplies	3,641	24,174	11,973	26,628	66,416
9	Office equipment maintenance	—	4,836	586	4,291	9,713
10	Printing and publications	3,789	183,235	13,350	15,620	215,994
11	Postage and shipping	1,213	66,221	11,814	17,924	97,172
12	Visual aids, films, etc.	—	150,043	1,029	15,524	166,596
13	Travel and meetings	3,415	28,992	106,183	37,265	175,855
14	Professional fees	—	8,993	7,597	1,913	18,503
15	Purchase of mailing lists	—	3,976	—	2,065	6,041
16	Insurance	—	826	704	22,429	23,959
17	Other	—	4,444	6,764	2,928	14,136
18	Total expenses before depreciation	123,302	1,000,960	626,116	898,713	2,649,091
19	Depreciation of building and equipment	—	12,765	5,787	9,172	27,724
20	Total expenses	\$ 123,302	1,013,725	631,903	907,885	2,676,815

See accompanying notes to combined financial statements.

## Notes to Financial Statements

March 31, 1978

### (1) SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The Society and the state affiliates are not-for-profit organizations exempt from U. S. Federal income taxes under Section 501(c)(3) of the Internal Revenue Code and have been designated as organizations which are not private foundations.

The combined financial statements include the National Society for the Prevention of Blindness, Inc., and 23 state affiliates. All material transactions and balances between the National Society and the state affiliates have been eliminated.

The accompanying financial statements have been prepared in conformity with the industry audit guide entitled *Audits of Voluntary Health and Welfare Organizations* published by the American Institute of Certified Public Accountants. The significant accounting policies followed by the Society, and its affiliates, which are set forth in the audit guide, are described below.

#### Accrual Basis

The combined financial statements have been prepared on the accrual basis of accounting, and accordingly reflect all significant receivables and payables, other liabilities and prepaid expenses.

#### Fund Accounting

In order to ensure observance of limitations and restrictions placed on the use of available resources, the accounts are maintained in accordance with the principles of "fund accounting." This is the procedure by which resources for various purposes are classified, for accounting and reporting purposes, into funds that are unrestricted or restricted. Externally restricted funds may only be utilized in accordance with the purposes established by the source of such funds and are in contrast with unrestricted funds, which include designated and undesignated funds and amounts invested in land, building and equipment, over which the Board of Directors retains full control to use in achieving any of the Society's purposes.

Endowment funds are subject to the restrictions of gift instruments requiring in perpetuity that the principal be invested and that the income only be utilized.

All gains and losses arising from the sale, collection, or other disposition of investments and other noncash assets are accounted for in the fund which owned such assets. Ordinary income derived from investments, receivables, and the like, is accounted

### Supporting services

Line	General and admin- istrative	Fund raising	Total	Total	
				1978	1977
1	96,813	205,619	302,432	1,701,100	1,527,872
2	12,324	9,880	22,204	99,825	98,878
3	10,092	12,684	22,776	124,321	107,302
4	119,229	228,183	347,412	1,925,246	1,734,052
5	—	291	291	67,737	40,564
6	29,272	12,892	42,164	179,971	162,693
7	1,757	3,748	5,505	77,124	74,974
8	5,296	7,250	12,546	78,962	70,808
9	6,411	2,817	9,228	18,941	32,886
10	1,827	183,075	184,902	400,896	429,089
11	1,732	151,745	153,477	250,649	275,049
12	20	418	438	167,034	122,885
13	834	18,446	19,280	195,135	131,008
14	12,516	139	12,655	31,158	36,043
15	142	24,019	24,161	30,202	55,647
16	—	—	—	23,959	51,303
17	6,854	2,352	9,206	23,342	21,567
18	185,890	635,375	821,265	3,470,356	3,238,568
19	9,227	1,654	10,881	38,605	36,055
20	195,117	637,029	832,146	3,508,961	3,274,623

for in the fund owning such assets, except for income derived from investments of endowment funds, which income is accounted for in the fund to which it is restricted or, if unrestricted, as revenue in the current unrestricted fund.

All other unrestricted revenue is accounted for in the current unrestricted fund. Restricted gifts, grants and endowment income are accounted for in the appropriate restricted funds.

#### Investments

Investments are recorded at cost or fair value at date of receipt in the case of gifts or legacies, or adjusted value where investments have been subsequently written down for a market decline assessed to be other than temporary.

Other significant accounting policies are set forth in the financial statements and the following notes.

#### (2) LAND, BUILDING AND EQUIPMENT AND DEPRECIATION

Land, building and equipment are recorded at cost or fair value at date of receipt in the case of gifts or legacies. Depreciation of

building and equipment is provided on a straight-line basis over the estimated useful lives of the assets. At March 31, 1978 and 1977, the recorded values of such assets were as follows:

	1978	1977
Land	\$ 100,500	\$ 100,500
Building	397,207	397,207
Equipment	319,458	271,330
	817,165	769,037
Less accumulated depreciation	224,389	213,974
	<u>\$ 592,776</u>	<u>\$ 555,063</u>

#### (3) PENSION PLANS

The Society has contributory annuity pension plans covering all employees including employees of the state affiliates who meet the minimum age requirement. Total pension expense under the plans aggregated \$44,411 and \$38,140 for the years ended March 31, 1978 and 1977, respectively. There are no unfunded prior service costs.

#### (4) LEASE COMMITMENTS

The Society and its affiliates occupy certain operating facilities under various lease arrangements. Total occupancy expense under such arrangements was \$167,000 for 1978.

A summary of noncancelable long-term lease commitments follows:

Year ending March 31	Amount
1979	\$ 135,200
1980	92,700
1981	80,200
1982	69,200
1983	68,100
1984-1987	<u>258,600</u>

All leases expire prior to 1987. Real estate taxes, electricity, water and maintenance expenses are obligations of the Society. It is expected that in the normal course of business, leases that expire will be renewed or replaced by leases on other properties; thus, it is anticipated that future minimum lease commitments will not be less than the amounts shown for 1979.

#### (5) ENDOWMENT LEGACY

The National Society is the beneficiary of a one-eighth share of the residuary value of a substantial estate, the principal of which is presently controlled by the Trustee. This principal, as received, is recorded as an endowment fund in accordance with the terms of the legacy, the income of which is unrestricted. During 1977, the Society received \$250,000 representing a partial payment of the Society's share of the residuary estate. The final amount of further distributions under this legacy cannot be reasonably estimated at this time.



# National Society to Prevent Blindness

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Bequests of all sizes have helped to make possible the sight-saving activities of the National Society to Prevent Blindness since its establishment in 1908. The Society's record of careful management insures the enduring usefulness of funds entrusted to its care. You can assure the Society of continuing financial support by using the following bequest form:

I give and bequeath to the National Society to Prevent Blindness, a corporation organized under the laws of the State of New York, the sum of \$ \_\_\_\_\_ for its corporate purposes

Like all other gifts to the Society, bequests by will of money, securities, a house, other real or personal property, the residue of an estate, or any part of it are of course tax deductible. Before a donor makes a gift of substance he should consult his lawyer. You may also write to the Society.

National Society to Prevent Blindness  
79 Madison Avenue, New York NY 10016



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